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# News Letter

American Management Association

20 Vesey Street, New York, N. Y.

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No. 75

October 1, 1930

## Sales Training Conference

The following papers will be presented at the Sales Training Conference to be held at the William Penn Hotel, Pittsburgh, Pa., on Monday October 20, 1930:

**Where Should Sales Training Costs Be Charged?** By R. F. LOVETT, Manager, Personnel Research Department, The Procter & Gamble Co.

**Training Dealers Sales Managers to Train,** by DAVID R. OSBORNE, Training Director, The Studebaker Corporation of America.

**The Use of the Organized Sales Talk,** by JAMES A. PRESTON, Educational Department, The Penn Mutual Life Insurance Company.

**Analyzing the Job of the Sales Manager; His Responsibility For and Part in Sales Training,** by EARL W. BARNHART, Chief, Commercial Educational Service, Federal Board for Vocational Education.

There will be a dinner meeting with the Pittsburgh Personnel Association at the University Club, at which the speaker will be R. H. FOGLER, Director of Personnel, W. T. Grant Company, on the subject, **Making An Organization Personnel Conscious and Effective.**

## **Consumer Marketing Conference**

**The Marketing Revolution—What It Means** for 1931, will be the theme of the Consumer Marketing Conference to be held on October 21 and 22 at Pittsburgh. The following are the main topics for the program:

**Tuesday, October 21**

**9:30 A.M. Trends in the Manufacturer's Choice of Marketing Channels**, by DR. HARRY R. TOSDAL, Professor of Marketing, Graduate School of Business Administration, Harvard University.

There will be discussion by the following in terms of their particular activities and experiences but particularly in terms of what is happening in their general line of business.

PAUL G. HOFFMAN, Vice President, The Studebaker Corporation of America.

H. R. LANE, Vice President, The Kendall Company.

W. M. ZINTL, Division Manager, Paint, Varnish and Lead Division, E. I. du Pont de Nemours & Company.

H. W. DODGE, General Sales Manager, The Texas Company.

F. M. PAYNE, Director of Sales, White Sewing Machine Company.

R. D. KEIM, General Sales Manager, E. R. Squibb & Sons.

F. A. BOEYE, Vice President, North American Cement Corporation.

R. C. POYSER, General Sales Manager, C. G. Conn, Ltd.

E. STANLEY GRANT, In Charge of Market Research Department, Individual Drinking Cup Co.

**2:00 P.M. Through What Wholesaler Should the Manufacturer Sell?** By E. M. WEST, Marketing Advisor.

There will be leaders of discussion as follows:

WILLARD E. FREELAND, Vice President, Freeland, Wansker, Bates & Lawrence, Inc.

J. H. MOORE, Treasurer, Pabst Corporation.

LAWRENCE MEAD, Research Manager, The Blackman Company.

J. W. MILLARD, Director of Research, Erwin, Wasey & Company.

DR. C. E. GRIFFIN, Dean, School of Business Administration, University of Michigan.



Wednesday, October 22

9:30 A.M. **Chain Store Developments and What They Mean to the Manufacturer**, by GODFREY M. LEBHAR, Editor, *Chain Store Age*.

11:00 A.M. **Department Store—Manufacturer's Relationships**, by E. A. FILENE, President, Wm. Filene's Sons Company.

There will be discussion of this paper by GEORGE W. HOPKINS, Consulting Sales Executive.

2:00 P.M. **Whose responsibility Is It to Translate Consumer Demand into Merchandise Style?**—A Symposium by:

OSWALD W. KNAUTH, Executive Vice President, R. H. Macy & Co., Inc.

AUGUSTE RICHARD, President and General Manager, The Spool Cotton Company.

RALPH BORSODI, Director, Analytical Bureau, Fairchild Publications.

A. E. O. MUNSELL, President Munsell Color Company, Inc.

GRACE ELY, Art Consultant, Research Bureau for Retail Training, University of Pittsburgh.

A feature of the conference will be a discussion of **The Manufacturer's Marketing Policies versus Department Store Merchandising Policies**, by L. R. BOULWARE, General Sales Manager, Syracuse Washing Machine Corporation, and IRWIN D. WOLF, Secretary and General Merchandise Manager, Kaufmann Department Stores, Inc.

This will take the form of a dialogue between MR. BOULWARE and MR. WOLF. MR. BOULWARE undertaking to sell to MR. WOLF the dealership for the "Easy Washer" in Pittsburgh.

MR. WOLF will respond in terms of Kaufmann Department Store merchandising policy.

### Style Clinic

The Style Clinic on Thursday, October 23, in the Auditorium of the Kaufmann Department Store will be the event of the presentation of a number of style specialists including the following:

RALPH BORSODI, Director Analytical Bureau, Fairchild Publications.

A. E. O. MUNSELL, President, The Munsell Color Company, Inc.

E. GROSVENOR PLOWMAN, Professor of Marketing; Director, Bureau of Business Research, School of Commerce, Accounts and Finance, Denver University.

GRACE ELY, Art Consultant  
Retail Training, University of

This is an unusual and d  
Clinic which it is expected w  
tended.

### Industrial and General

We have recently had the  
most interesting book on o  
titled, **Industrial and General**  
HENRI FAYOL. The book,  
French, has been published  
Management Institute.

The most interesting phase  
of sections on certain con  
theory, such as **Command, C**

Because of its unusual con  
of organization, the Associ  
copies which are available, w  
including postage.

### Public Relations

The first Conference of th  
vision will be held in New Y  
vember 20 and 21, 1930. TH  
gram are as follows:

#### November 20—Mon

#### What Is the Public?

#### Afternoon S

**Public Contact Training—**  
of purposes, principles, meth  
There will be discussion by  
lic utilities, banks, insurance c  
stores, department stores and

#### November

This day's sessions will be  
tion and discussion of typica  
grams followed by a summary  
by the Public Relations Surve  
EARL WHITEHORNE, Assis  
McGraw-Hill Publishing Com  
man.

W. J. GRAHAM, President  
agement Association and V  
Equitable Life Assurance S  
States, will also give a pap  
portance of Public Relations.

consultant, Research Bureau for  
University of Pittsburgh.

and different type of Style  
ected will be very largely at-

## General Administration

and the privilege of reading a  
on organization theory en-  
**General Administration**, by  
book, translated from the  
lished by the International

phase of the book is a series  
n concepts of organization  
**and, Control, Function.**

ual contribution to the theory  
Association has secured 25  
ble, while they last, at \$1.25

## Public Relations Conference

of the Public Relations Di-  
New York, probably on No-  
o. The subjects on the pro-

## —Morning Session

?

## Afternoon Session

ining—an extended statement  
s, methods and applications.  
on by representatives of pub-  
ranchise companies, hotels, chain  
es and manufacturers.

## November 21

will be devoted to a presenta-  
typical public relations pro-  
gram and an interim report  
Survey Committee of which  
Assistant Vice President,  
ing Company, Inc., is Chair-

sident of the American Man-  
and Vice President of the  
ance Society of the United  
a paper entitled "The Im-  
mations."

## New Members

The following have joined or enlarged their mem-  
berships in the Association since September 2, 1930.

### Company

#### Class C

The American Insurance Co.  
The Linen Thread Company

#### Class D

American Hair & Felt Company  
American Hard Rubber Co.  
American Mutual Liability Insurance  
C. O. Bartlett & Snow Company  
Bristol-Myers Company  
Cleveland Tractor Co.  
The Cleveland Twist Drill Co.  
Royal Insurance Co.

#### Limited

Allerton House  
Central Trust Company of Illinois  
The Cleveland File Company  
Fairchild Publications  
General Dry Batteries, Inc.  
Kraft Phenix Cheese Corp.  
Lybrand, Ross Brothers & Montgomery  
The Middishade Co., Inc.  
Monongahela West Penn Public Service Co.

#### From Other Countries

Banco de la Republica—South America  
Massey-Harris Company—Canada  
Powell River Company, Ltd.—Canada  
Aktisbolaget Max Sievert—Sweden

### Individual

Twenty-two individual members have joined the  
Association since September 2, 1930.

## Reprints Available

Selecting Jewel Men, Jewel Tea Co., Inc.

Old Age Pension and Disablement Allowance  
Schemes, Private and Social, in the United States,  
by WILLIAM J. GRAHAM, F.A.S., Vice President,  
The Equitable Life Assurance Society of the United  
States.

On Supplanting the Industrial Fatigue Con-  
cept. Reprinted from *The Journal of Business* of  
The University of Chicago, April, 1929.

The Teaching of Labor Relations in Engineer-  
ing Schools. Proceedings of an Informal Con-  
ference of Engineering Educators, held November,  
1928.

Getting Organized Cooperation, by SAM A.  
LEWISOHN, Vice President and Treasurer, Miami  
Copper Company. Alexander Hamilton Institute,  
1930.

# Extra Copies of Publications Available to Members Only

on

## General Management

- ☐ Trends in Personnel Health Service—G.M. 85.. \$1.50  
By W. H. LANGE, Industrial Relations Counselors,  
Inc.
- ☐ The Employment and Adjustment of the Older  
Worker—G. M. 86..... 1.00  
By C. R. DOOLEY, Manager, Personnel and Training,  
Standard Oil Company of New Jersey.
- ☐ Financial Aspects of Industrial Pensions—G.M. 87 1.00  
By BRYCE STEWART, Industrial Relations Counselors,  
Inc.

## Office Management

- ☐ Unit Costs as Measures of Office Output for the  
Control of Office Expense—O. M. 26..... \$ .75  
By E. J. McADAMS, General Office Manager, Armour  
and Company.
- ☐ Determination of Work Units for Office Machines  
—O. M. 28..... .75  
By I. O. ROYSE, Manager Office Production, Ral-  
ston Purina Co., Inc.

The Association prints a small supply of extra copies of publications in order to meet the needs of members who wish extra copies for distribution within the company.

From the list prices

Individual members may deduct 20%  
Company members may deduct 50%  
and there are additional discounts  
for quantities 26-100, 101-250, etc.

*Orders for less than \$1.00 net must be accom-  
panied by cash.*

## AMERICAN MANAGEMENT ASSOCIATION

20 Vesey Street

New York, N. Y.

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Company .....

Address .....

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